



HIMSS23 Sponsorships Kick-Off Webinar

Thursday, September 15, 2022

HIMSS **23**

17-21 April | Chicago

HIMSS 23

17-21 April | Chicago



Chicago, IL



McCormick Place

Reminders



Your line was muted when you joined the call

If you have any questions throughout the presentation, please save until Q&A time as we may answer later in the presentation. During Q&A time, please use the chat box.



This webinar will be recorded

The recording and slides will be sent to all attendees via email within a few hours after the presentation. Please utilize the links throughout the slides for additional information.

All opportunities presented are available on the HIMSS23 [Envision site](#).

Today we will cover:

- HIMSS22 Recap
- HIMSS23 Overview & Updates
- Exhibition Opportunities
- Preconference Opportunities
- Meeting Space
- Onsite Branding and Sponsorships
- Thought Leadership
- Networking
- 365 Executive Engagement
- Enhance & Extend your HIMSS23 Presence with Media
- HIMSS Corporate Membership
- Deadlines / Important Dates
- Questions





Vision

To realize the full health potential of every human, everywhere.

Mission

Reform the global health ecosystem through the power of information and technology.

HIMSS22 Recap and Look Ahead

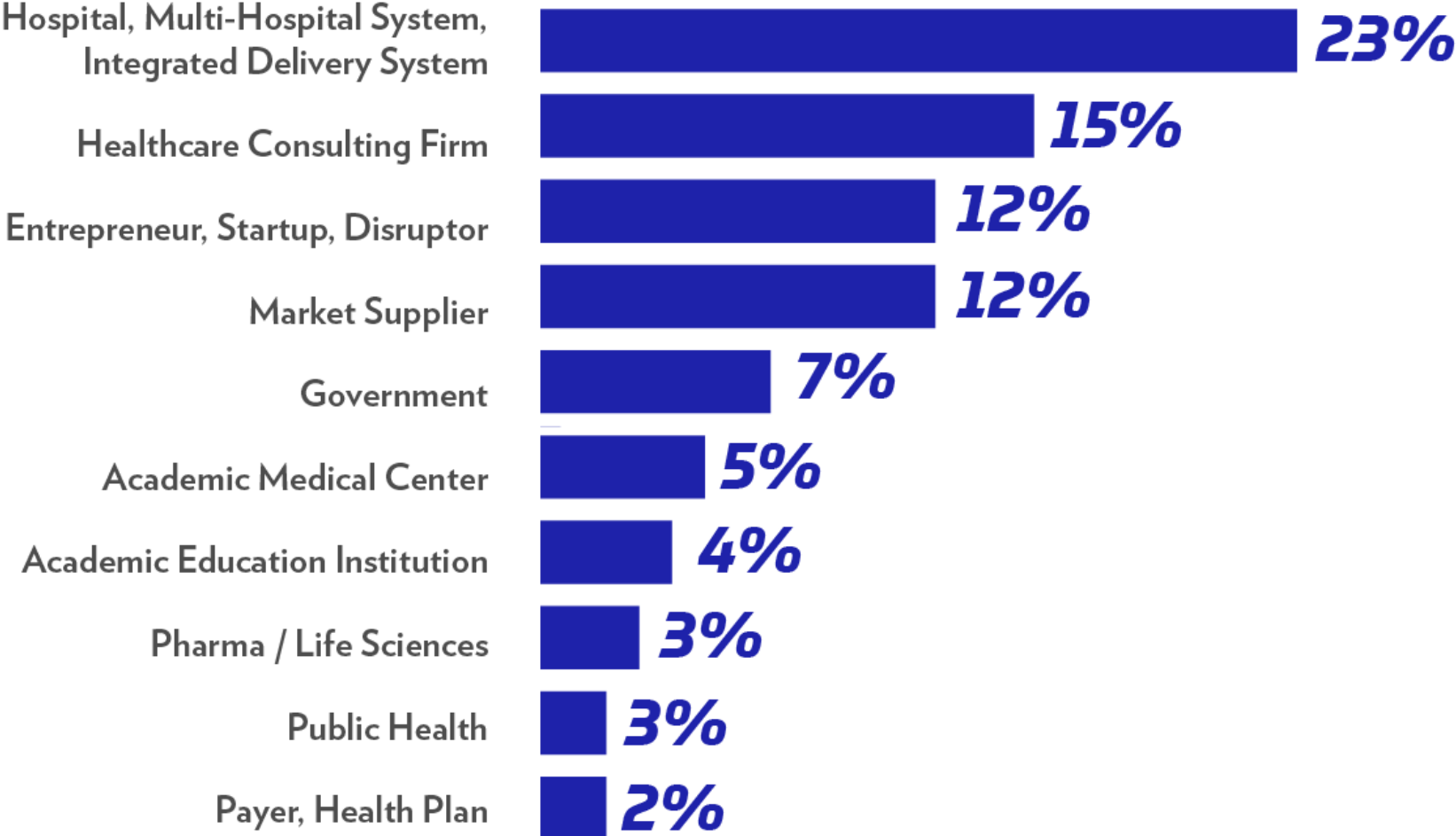


HIMSS22 by the Numbers: Registration

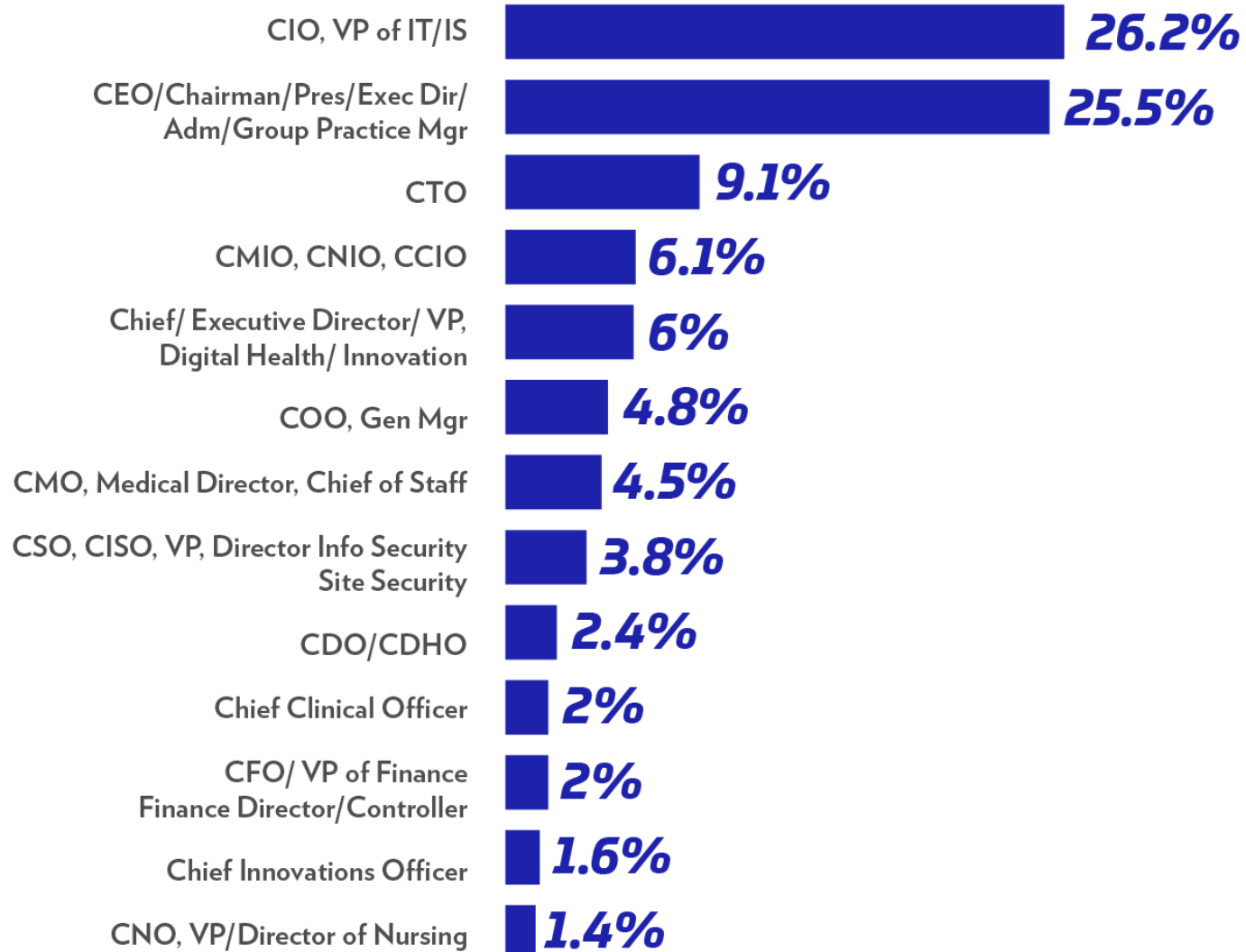


45.77% were First Time Attendees

HIMSS22 by the Numbers: Worksite

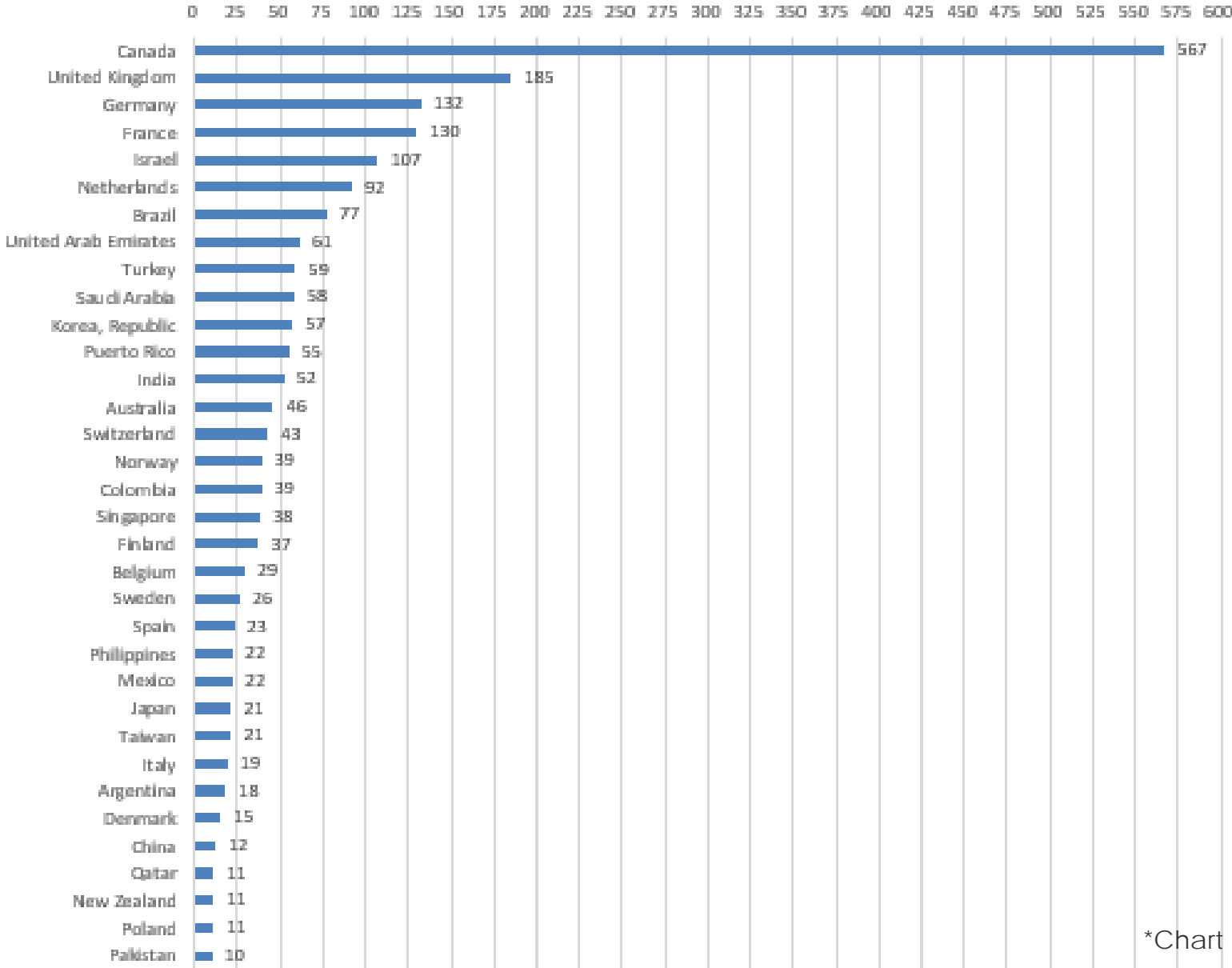


C-Suite Breakdown



International Representation at HIMSS22*

2022-Orlando



*Total
International
Attendance:
2,324*

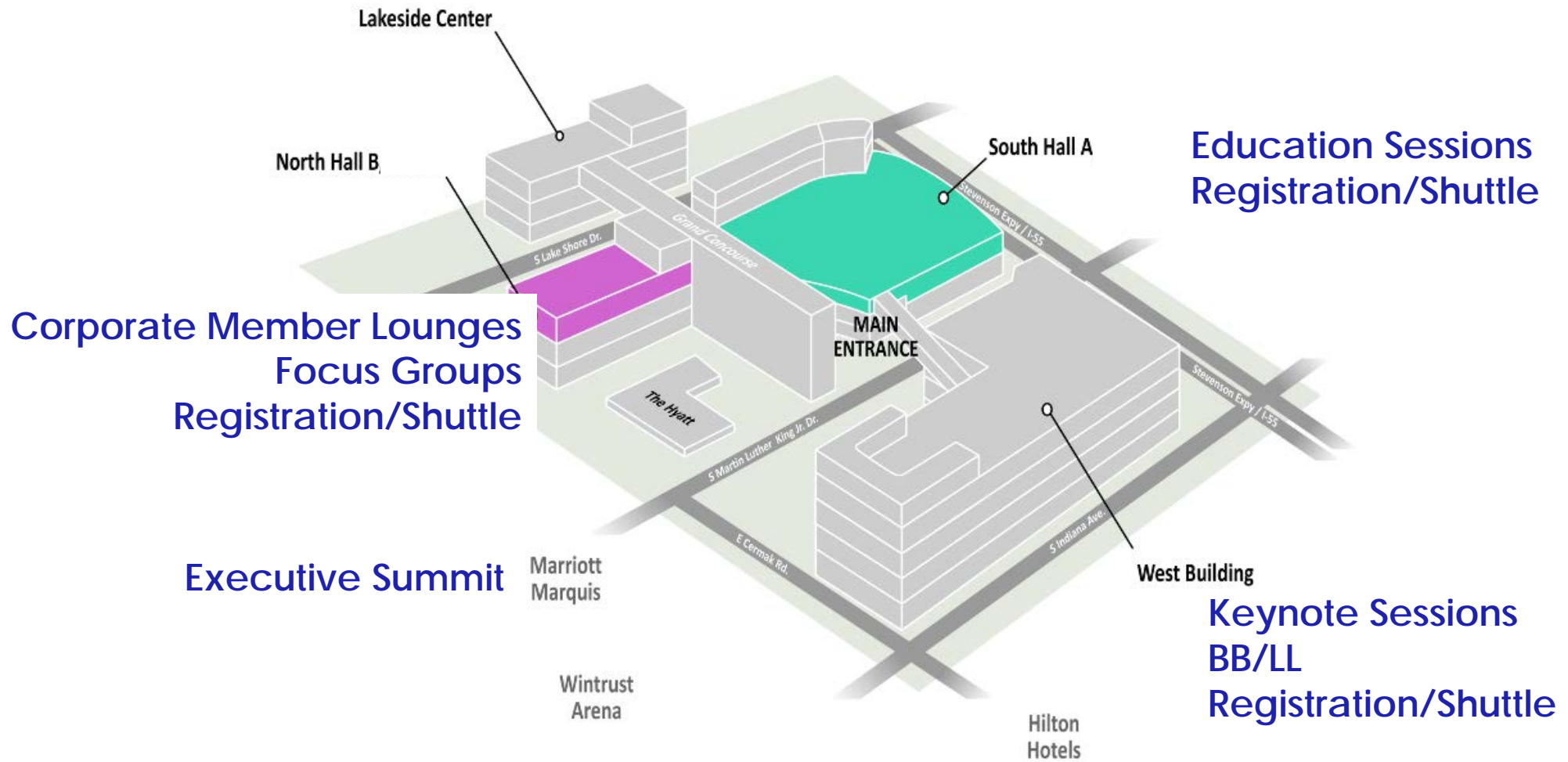
*92 Countries
Represented
at HIMSS22*

*Chart indicates 10+ registrants from each Country

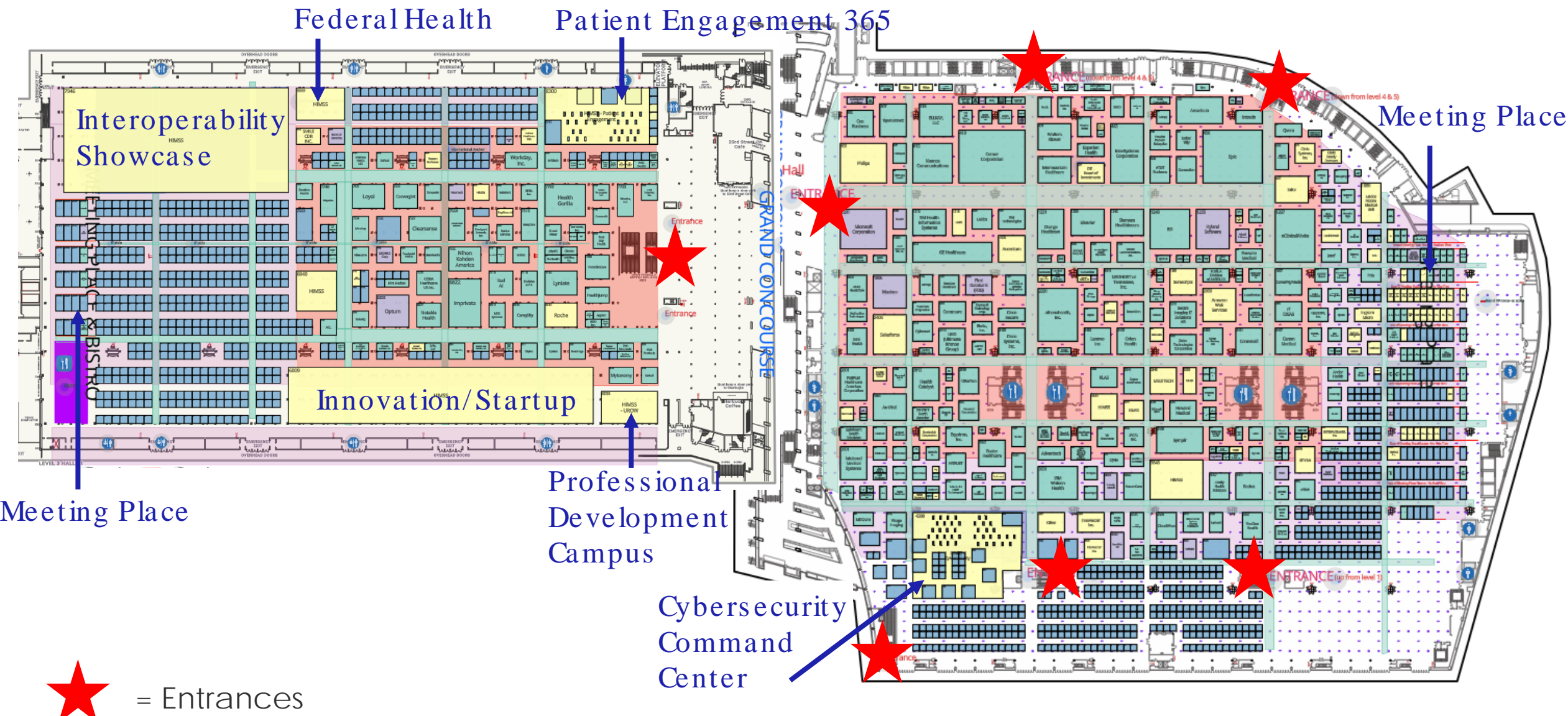
HIMSS23 Dates

- Global Health Conference Dates:
 - [April 17-21, 2023 \(Monday – Friday\)](#)
McCormick Place, Chicago, IL
- Preconference Sessions, Opening Reception
 - Monday, April 17, 2023
- Exhibition Dates:
 - April 18-20, 2023 (Tuesday – Thursday)





HIMSS23 Exhibition Floor Plan



★ = Entrances

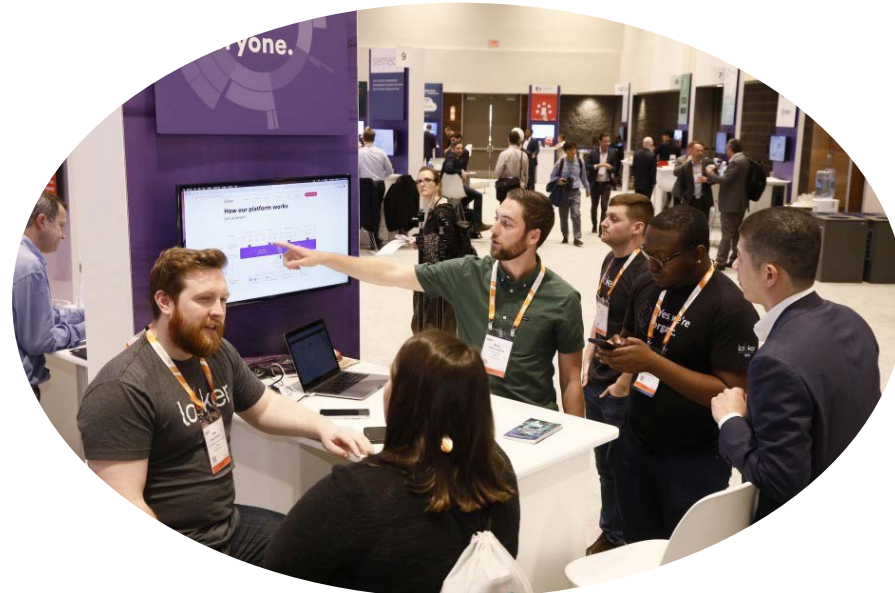
Exhibition Opportunities

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Specialty Exhibition Areas

- Specialty Pavilions
 - Cybersecurity Command Center
 - Innovation Hub
 - Interoperability Showcase
 - Patient Engagement 365
 - Start Up Park
- Professional Development Campus



Specialty Pavilions

The following pavilions are topic-focused and offer turnkey exhibit and thought leadership opportunities to reach your desired audience.

- Cybersecurity Command Center

Compliance & Privacy	Application Security	Threat Management	User Authentication	Risk Management
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- Innovation Hub

Artificial Intelligence	Blockchain	Next Generation Voice Technology	Digital Therapeutics
5G	AR/VR	Robotics	RPA
3D Human Visualization	Payer and Employer Health and Wellness	Payer and Pharma Digital Health Solutions	Clinical Trials Coordination & Technology

- Patient Engagement 365

Digital Health and Wellness	Patient-Provider Platforms and Portals	Personal Health Devices and Wearables	Public Health
Behavioral Health	Remote Patient Monitoring	Telehealth	Virtual Care

- Start Up Park

Dedicated hub for innovative healthcare start-ups with cutting-edge healthcare technologies to meet the future needs of the industry. Located in the highly trafficked Innovation Hub, participants enjoy a turnkey kiosk and features a theatre to share thought leadership throughout the HIMSS23 Global Conference and Exhibition.

Specialty Pavilions

Participation Options:

- Overall Pavilion Sponsorship - *SOLD*
- Turnkey Kiosk with Speaking Session
 - Turnkey kiosk (monitor, keyboard, mouse, chair, graphic and logo placement on kiosk) -HIMSS to install and remove kiosk
 - Graphics for kiosk: Participant to provide graphics, HIMSS to install, remove and produce
 - 20-minute thought leadership speaking session
 - Five (5) exhibitor/client badges; Three (3) priority points
- 10'x10' Turnkey Package
 - Structure (choice of pre-designed layout) with logo/graphics.
 - Electrical, internet hardline, monitor, keyboard, mouse, chairs and carpeting.
 - 20-minute thought leadership speaking session
 - Company name or logo listed in marketing/communications
 - Five (5) exhibitor/client badges; Five (5) priority points
- 20'x20' Turnkey Package
 - Structure (choice of pre-designed layout) with logo/graphics.
 - Electrical, internet hardline, monitor(s), keyboard, mouse, chairs & pavilion carpeting.
 - 20-minute thought leadership speaking session
 - Company name or logo listed in marketing/communications
 - 20 exhibitor/client badges; 11 priority points

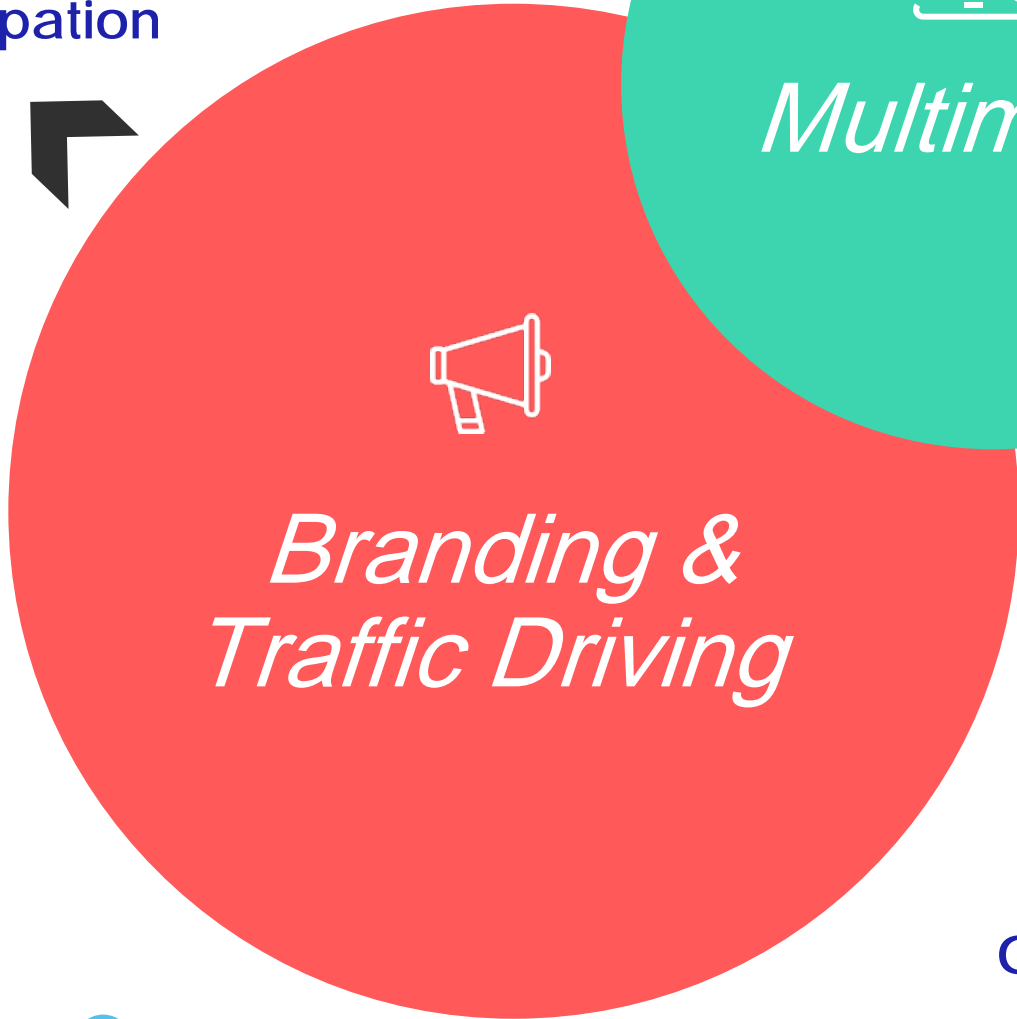
Investment: \$6,900 and up



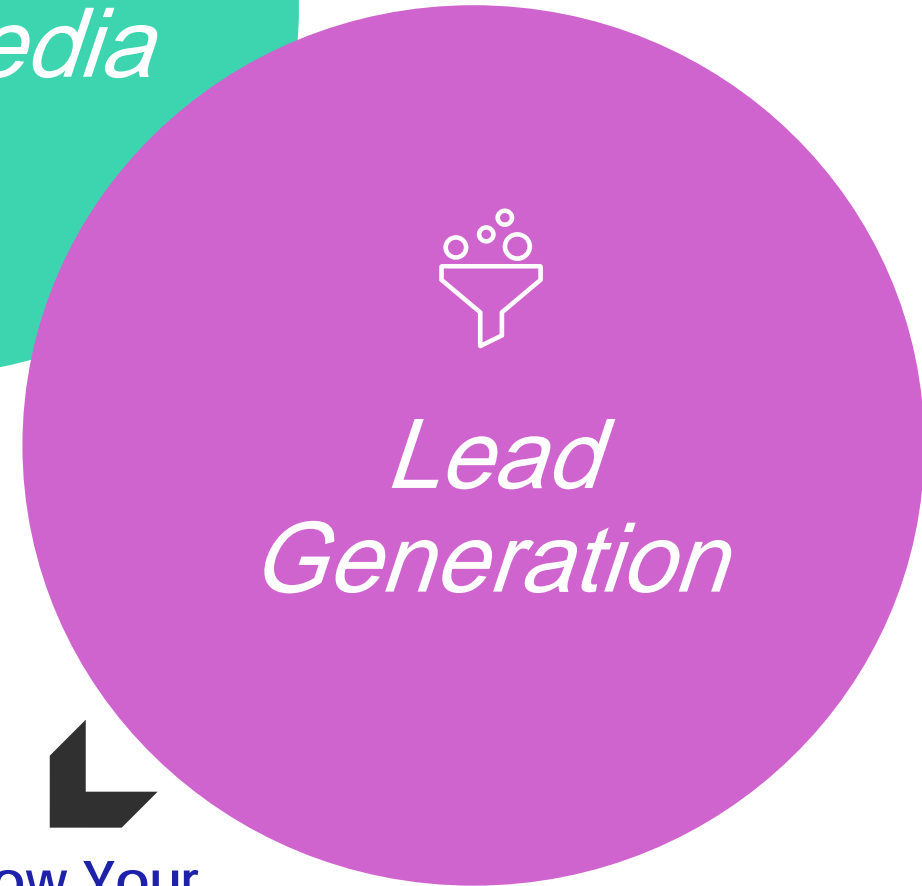
Turnkey booth packages are available in the following Areas:

- [Cybersecurity Command Center](#)
- [Innovation Hub](#)
- [Patient Engagement 365](#)

Broadcast Your
Participation



Capture The
Excitement



Grow Your
Pipeline

HIMSS Interoperability Showcase™

This premier specialty exhibition displays the exchange, access and use of data through interoperability profiles and health standards in real time with live products being implemented in the marketplace—backed by the strength of HIMSS’s global expertise, convening and thought leadership.

- **Demonstration & Exhibition Opportunities***

- **Premier: \$59,000/\$65,000 (non-member)-*Limited to 10!***

- Participate with up to 7 technologies in multiple demonstrations OR collaborate with HIMSS to create a single demonstration with your technology partners.
- Present a (1) hour education session in the Showcase Education Theatre anchored around the interoperability topic of your choice and many other benefits!

- **Connected:\$10,650/\$11,850 (non-member)**

- Participate in a demonstration showcasing the technology (e.g., platforms, systems, APIs, etc.) of choice.

- **Marketplace kiosk: \$9,900/\$10,700 (non-member); includes Spotlight Theatre session**

- **Thought Leadership Opportunities**

- **Spotlight Theater:\$4,100/\$4,400 (non-member)**

- 20-minute thought leadership presentation

*Non-profit, Accelerator and Collaborator options available. Please inquire.

HIMSS Interoperability Showcase™

HIMSS23 Use Cases to date:

- 360X and Multi-modality technologies to support transitions of care
- Artificial Intelligence in Healthcare
- Behavioral Health and Addiction Support
- Cancer Care: Treating the Whole Person
- Care Coordination across Settings
- Health & Fitness: Preventing Illness
- Home Care for Elderly Patients
- Global Care Continuity
- Lung Transplant Journey
- Maternal and Newborn Health
- Impacting the Opioid Epidemic
- Point-of-Care Identity Management
- Price Transparency and Prior Authorizations
- Stroke Treatment and Rehabilitation
- Working and Chronic Conditions



*Join us for a webinar on
September 28th
to learn more!*

*HIMSS23 Interoperability
Showcase Reenvisioned
Thursday, September 28
2:00 – 3:00 pm ET*

[Register Today!](#)

Professional Development Campus

The Professional Development Campus at HIMSS23 is the exhibition area reserved exclusively for colleges, universities and education and training organizations who offer healthcare information and technology related programs and degrees.

Package Benefits:

- Turnkey kiosk with your branding - You provide graphics, HIMSS to install and remove
- 1 Chair, Wastebasket
- Electrical, Internet
- Listing in HIMSS Conference Materials if contracted by deadline date
- 2 Client/Exhibitor Badges (You Determine Mix)
- HIMSS priority points – 1

Dates/Hours*:

Tuesday, April 18: 10:00 AM – 6:00 PM

Wednesday, April 19: 9:30 AM – 6:00 PM

Thursday, April 20: 9:30 AM – 4:00 PM

**Subject to Change*

Investment: \$2,300 - \$2,500



Preconference Opportunities

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Preshow & Preconference Opportunities

- Executive Summit
- Pre Show Marketing
- Preconference Forums
- Pre Show Meeting Rooms
- Press Room

HIMSS 22
14-18 March | Orlando

RE-IMAGINE HEALTH

Conference Deal #6

Juno Health - Booth #1521

Schedule an executive overview with Juno Health and receive a \$100 gift card to The Capital Grille.

Come see what 30 Years of HIT knowledge can do for you. Experience the latest provider-centric features for our flagship Acute Care EHR. Plus, find out how we are taking care of patients and providers beyond the four walls of the hospital.

Yes, I'm Interested > Share Deal >

View all deals!

All Conference Deals end on March 17, 2022

Not a small fan? That's ok. We will provide an equivalent valued AMAZON gift card for scheduling and meeting with our team at HIMSS22 in Orlando, Florida. NO VENDORS / NO SUPPLIERS / NO STUDENTS / Deal available for the first 25 meetings booked.

HIMSS22 Executive Highlights



3,012 Total Number
CXO Attendees



1,501 Total Number of
CIOs, & IT Executive
Attendees



375 Executive
Summit Attendees

HIMSS23 Executive Summit

The HIMSS23 Executive Summit is a HIMSS23 pre-Global Health Conference event for healthcare provider executives and select sponsor attendees, taking place on Monday, April 17th.

This exclusive event provides healthcare leaders time to focus on their specific needs and education.

Presented in a single stage format to an engaged audience of healthcare C-suite executives, the curated educational content, informed by CIOs and other healthcare executives, will ensure attendees receive actionable take-aways.

To kick off the week of invaluable networking and connections, the HIMSS23 Executive Summit starts with an opening reception on Sunday evening, April 16th.

Access to registration for the Executive Summit is available to exhibitors through purchase of select Executive Summit sponsorships.

Testimonials

For me, it was one of the best HIMSS events, and I don't say that lightly. - Donna Roach, Chief Information Officer at University of Utah Health

What an amazing HIMSS22! On a scale of 1-10, I thought it was 100! - Ray Lowe, SVP/CIO at AltaMed Health Services

HIMSS22 was one of the best HIMSS events I have ever attended. - Muhammad Siddiqui, CIO at International Medical Center



HIMSS23 Executive Summit Sponsorships

NETWORKING

- Kick off the HIMSS23 Executive Summit and HIMSS23 Global Health Conference with the Executive Opening Reception sponsorship
- Engage with attendees during the networking breakfast or lunch

BRANDING

- Build awareness to executive level attendees by sponsoring gifts and apparel items
- Help attendees fuel up for the day with the coffee breaks and branded mugs
- Get noticed as members take notes on branded leather-bound notebooks or charge their device
- Fun attendee engagement options including a photo booth sponsorship

Must be a Corporate Member to sponsor



PreConference Education Engagement

HIMSS PreConference Forums are topically focused education sessions that take place the day before the exhibit hall opens. These sponsorships allow engagement with the audience you want. Benefits include branding, sponsor opening remarks, and one preconference Forum registration.

Preconference Forum topics include:

- AMDIS/HIMSS Physicians Executive IT
- Healthcare Cybersecurity
- HIE/Interoperability
- Behavioral Health – NEW!
- Machine Learning & AI for Healthcare
- Nursing Informatics
- Patient Experience & Consumerization

Investment: \$6,000 and up

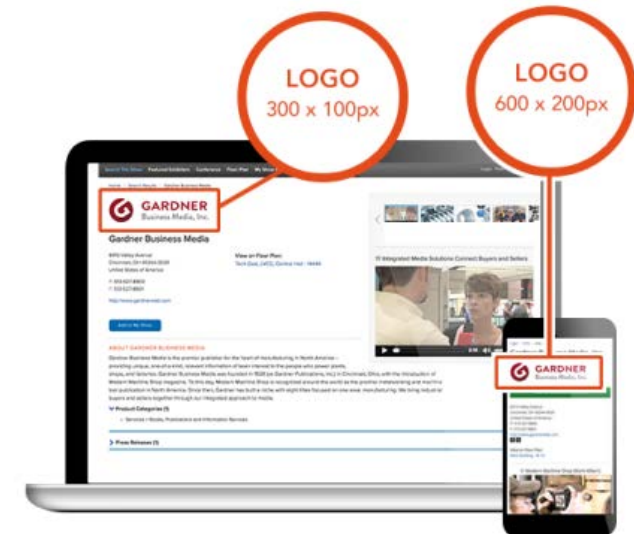


PreShow Marketing

FACT: 85 percent of companies currently use at least one form of pre-show promotion

Daily Email Deals (\$5,000 - \$7,700)

- Stats
 - 3690 Targeted Email Recipients
 - 82.47% Opened the Email
 - 59.29% clicked on link to website
- Enhanced Exhibitor Listing (\$1,195 - \$2,995)
- Attendee List (restrictions apply) (\$2,850 - \$4,350)



Pre-Show Meeting Rooms

Location: McCormick Place

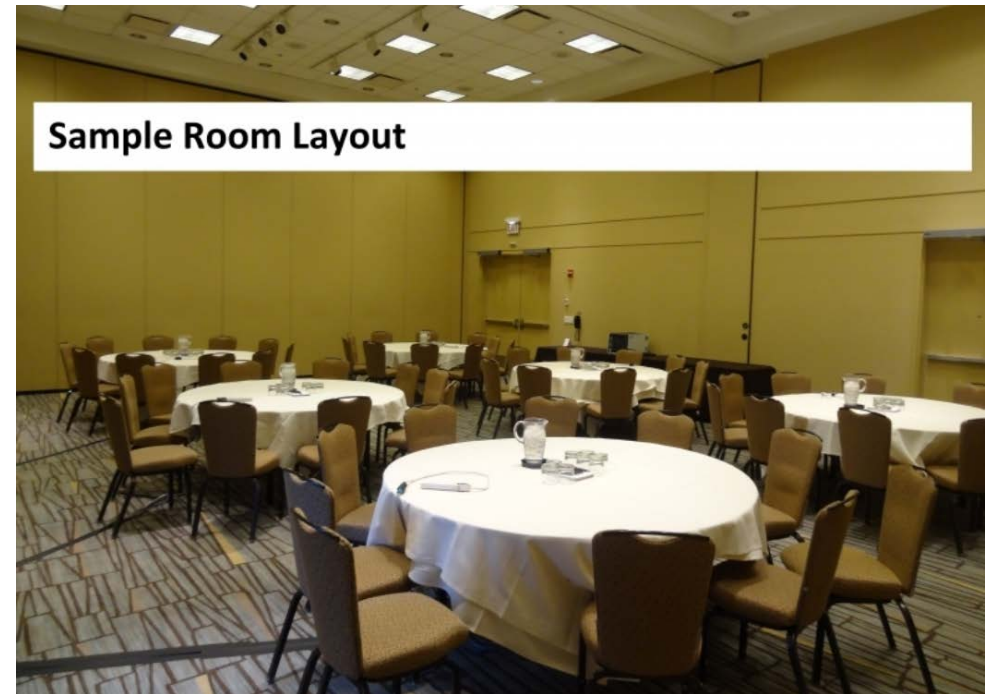
A pre-show sales staff training meeting is the perfect way to prep your sales staff for this upcoming week at HIMSS. This meeting room provides you the convenience of hosting your sales staff training onsite at the main venue for either ½ day or full day.

Benefits:

HIMSS will provide:

- (1) LCD projector and (1) screen
- (1) riser with (1) podium and head table set for (3) people, (1) podium microphone, (1) wireless lavalier microphone and (1) wireless tabletop microphone, complimentary wi-fi
- (1) registration table with (2) chairs set outside room
- HIMSS Priority Points-1

Investment: \$4,000 - \$6,500



Press Room

Sponsorship of the HIMSS Press Room allows you to put your name in front of approximately 150 press sources in attendance at HIMSS Global Health Conference & Exhibition. Sponsorship includes access to three “Press Only” events leading up to and during HIMSS23.

Benefits:

- Press briefing cubicle reserved for sponsor in Media Interview Room. Sponsor can use this space throughout HIMSS23
- Access to Press Orientation (mandatory for all press) held prior to HIMSS23. Sponsor will receive a one-time list of press that have opted in for the events one - two weeks prior to event and two weeks post event. List includes press name, title and publication. Sponsor will perform a 3-minute speaking opportunity and introduce speakers at the event held in February.
- Logo on Press Room signage onsite at HIMSS23.
- Sponsor can provide giveaway for Press Room
- Daily snacks (sponsor responsible for costs)
- Inclusion of sponsor’s pitch to press in daily press briefings issued by HIMSS to all registered press
- Logo displayed on Online Press Room for HIMSS Global Health Conference & Exhibition
- Inclusion in Blog Series on HIMSS Global Conference site
- Four (4) passes for sponsor to the “Official” HIMSS22 Press Party – Date TBD

Investment: \$25,000 - \$27,500

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Meeting Space

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Meeting Space

- Meeting Place Rooms
- Vendor Headquarters
- Exhibitor Hospitality Suites
- Afternoon Meeting Rooms
- Convention Center Meeting Rooms

Investment: \$4,000 and up



Investment: \$2,000 and up



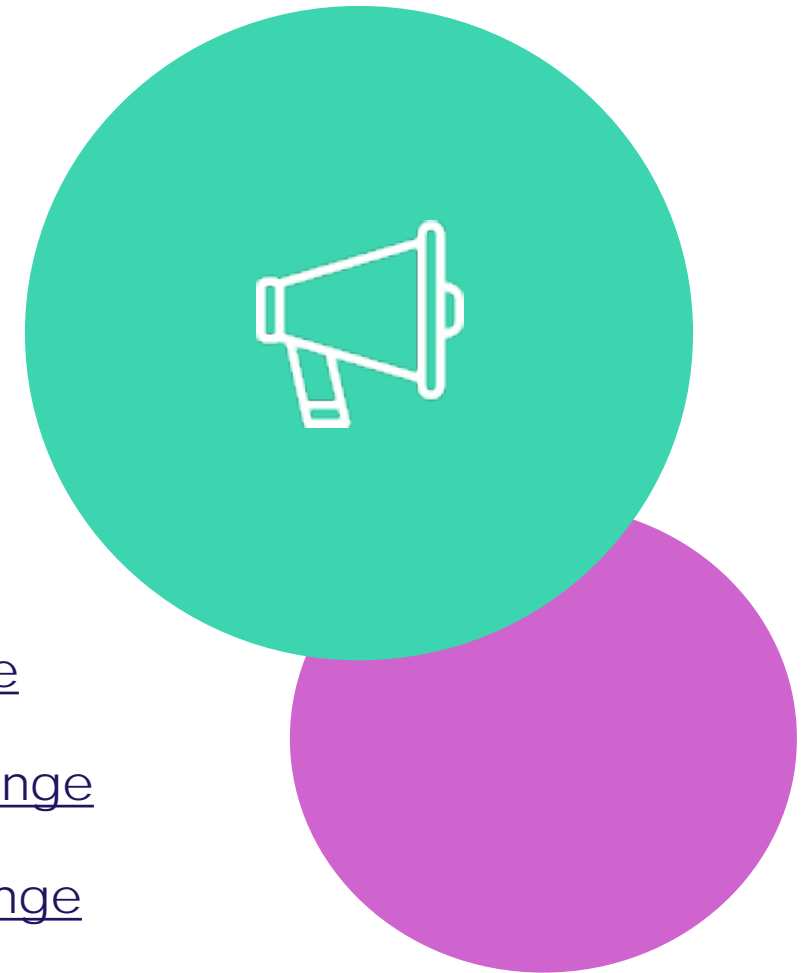
Onsite Branding and Sponsorships

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Onsite Branding and Sponsorships

- Attendee Resources
- Banners and Column Wraps
- Aisle Signs and Floor Stickers
- Bridge Signage
- Bus Wraps – New options available!
- Electronic Message Billboards
- Message Panels
- Exhibit Hall Entrance Unit Video
- Experiential Vending Machine
- Escalator Graphics
- Transportation Packages
- Charging Locker Stations
- Passport
- Keynote Sponsorships
- Corporate Member Lounge
- Organizational Affiliate Lounge
- Government Relations Lounge
- And More!



Investment: \$2,000 and up

Onsite Branding and Sponsorships





Thought Leadership Opportunities

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Speaking Session & Thought Leadership

Views From the Top

Curated sessions feature compelling stories from high-ranking leaders in a variety of industries that provide insights and inspiration to help healthcare professionals continue to transform health and healthcare through information and technology.

Benefits:

- 60 minutes in General Education Track
- Submission through formal application submission
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
 - Sponsor to secure scanner
- Sessions included with the listing of HIMSS education sessions online and in print materials and onsite electronic signage
- Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- Audio recording synced with session slides provided post conference
- Sponsor to provide content by Monday, December 19, 2022 or session is subject to cancellation
- HIMSS Exhibitor/Client badges – 3 (you determine the mix)/HIMSS Full Conference Badge – 3
- HIMSS Priority Points – 10

Investment

HIMSS Corporate Member - \$30,000- \$35,000



Speaking Session & Thought Leadership

Industry Solution Sessions

- 150 average attendance

Benefits:

- 60 minutes in General Education Track
 - Case Study/Lecture/Essential Conversation
 - Panel Discussion(4 people max on the platform – [i.e., three speakers and one moderator])
 - Opportunity for sponsor to have up to (3) speakers and (1) moderator
- Scanning of attendee badges by Sponsor will only be allowed outside the session room
 - Sponsor to secure scanner
- Sessions included with the listing of HIMSS education sessions online and in print materials and onsite electronic signage
- Logo next to session title in both in preshow and onsite marketing materials (print & online) and onsite electronic signage
- Audio recording synced with session slides provided post conference
- Sponsor to provide content by Friday, March 17, 2023 or session is subject to cancelation
- HIMSS Exhibitor/Client badges – 6 (you determine the mix)/HIMSS Full Conference Badge – 2
- HIMSS Priority Points – 7

Investment

HIMSS Corporate Member - \$21,000



Speaking Session & Thought Leadership

- **Lightning Sessions** (\$4,100 - \$4,400)
 - 20-minute case study on show floor
- **Market Debuts** (\$4,100 - \$4,400)
 - 20-minute new product launch
 - Located in Innovation Hub
- **Breakfast Briefings/Lunch and Learns** (\$14,000 & \$16,500)
 - 60 minutes
 - HIMSS recruits your targeted attendees & meal is served for 60
- **Customized Breaks and Customized Receptions** (\$10,000 & \$25,000)
 - 90 minutes – can be used for thought leadership and networking
 - HIMSS recruits your targeted attendees & provides food and beverage with theme of your choice!



Speaking Session & Thought Leadership

Interoperability Spotlight Theater (\$4,100 - \$4,400)

Share your thought leadership and interoperability implementation efforts taking place today or in the future via 20-minute sessions in the highest trafficked area on the show floor!

Social Determinants of Health "Sip and Learn" (\$11,500 - \$12,700)

The HIMSS Social Determinants of Health "Sip and Learn" is an innovative way to participate in the Interoperability Showcase. This two-hour reception, with food and beverage, takes place within the Showcase. Benefits include podium time and branding.

Interoperability and HIE Breakfast Panel (\$11,500 - \$12,700) - *under contract*

This event has been standing room only year over year! A unique mix of education and networking, this solutions-driven Breakfast Panel leverages the [HIMSS Interoperability & HIE Committee](#) to identify the content and proposed speakers to address real-world challenges and hot topics occurring in the field. Benefits include a panel position.

HIMSS & Civitas Networks for Health Luncheon (\$16,000 - \$17,600)

This invite-only luncheon, hosted in partnership with [Civitas Networks for Health](#), offers a unique and intimate opportunity to meet and mingle with health information exchange leaders and decision-makers to discuss challenges, best practices and future opportunities via this rapidly changing landscape. Benefits include welcome remarks.

Public Health Interoperability Breakfast Panel (\$11,500 - \$12,700)

HIMSS is organizing a panel of industry leaders that are developing and executing applied approaches to solutions and driving action to influence positive change in public health and interoperability. Be part of the change discussion!

Policy Learning Lab (\$10,500 - \$11,500)

Network and share your thought leadership with an influential group of government officials and key stakeholders from across the globe leading up to and at the HIMSS Global Conference. The Learning Labs will focus on a HIMSS priority policy issue that the HIMSS Government Relations Team determines with the sponsor.



Networking Opportunities

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Networking

- Opening Reception
- Thursday Night Event
- Exhibit Hall Social Hour
- Emerging Healthcare Leaders Reception
- LTPAC Reception
- HTA/ACCE Awards Reception
- Corporate Member B2B Breakfast
- Women in Health IT Reception
- Physicians Community and CMIO Roundtable and Reception



Networking

- [Interoperability and HIE Community Reception](#)
- [Celebration of Black Excellence Reception](#)
- [Living Room](#)
- [Networking Hubs](#)
- [Global Policy Reception](#)
- [Global Public Policy Breakfast](#)
- [Policy Changemakers Lunch](#)



Investment: \$1,500 and up

365 Executive Engagement

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The HIMSS Executive Network provides resources and visibility through a multi-faceted, year-round experience.



Contribute

High-visibility thought leadership



Unlock

Year-round, small group-setting programming



Access

Exclusive survey data, resources, and more



Experience

Intimate roundtables, peer-to-peer executive networking and collaboration



Attend

VIP experiences at the HIMSS Global Health Conference and other events

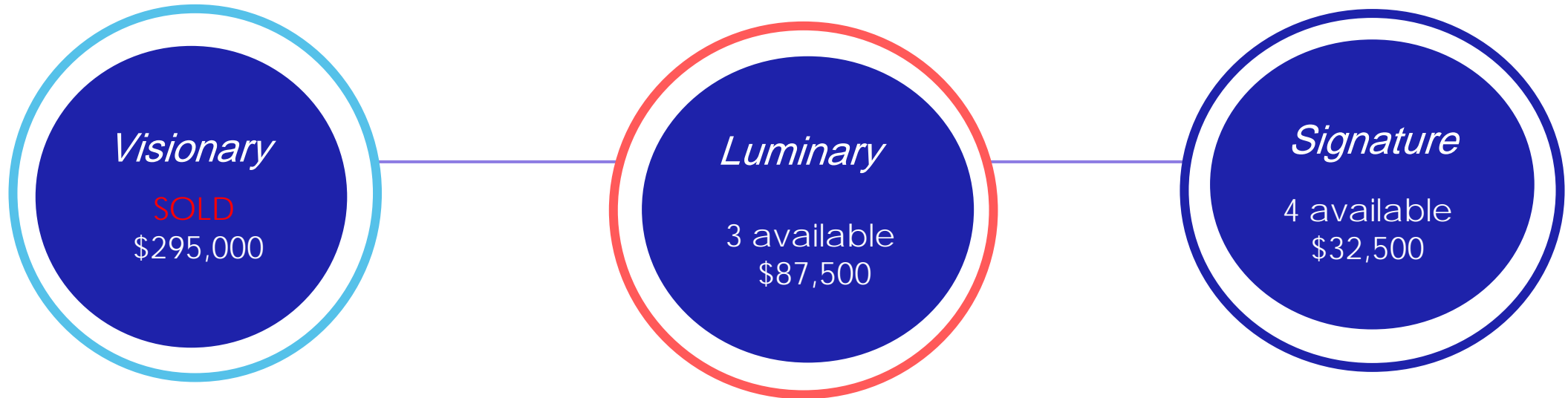




Executive Network Sponsorship Opportunities

Year-Round Benefits

Engage through digital content, events, and thought leadership.



Luminary

- **Year-Round Benefits:**

- Two(2) Executive Participants in Network
- Opportunity to share an original thought leadership piece (within HIMSS guidelines) or Executive Member profile with Network
- **NEW:** One (1) Digital Think Tank for up to 10 provider executives
- Exclusive SME Interview with HIMSSTV; syndicated on HIMSSTV; Video file provided to client
- Recognition as sponsor of Executive Network with logo recognition & hyperlink on web

- **HIMSS23: CXO Experience:**

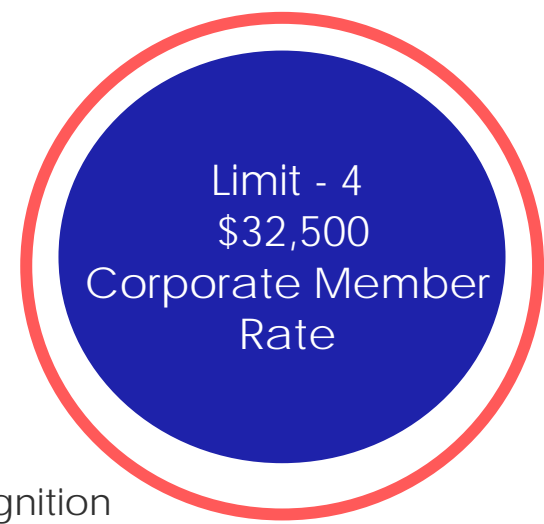
- Three (3) registrations for Executive Summit (must be executive level) & two (2) HIMSS23 Comp registrations, plus one (1) comp for CXO Spotlight Moderator.
- **NEW:** *CXO Spotlight Session - Panel discussion with three (3) healthcare provider executives, sponsor executive to moderate session and provide input on the theme and co-develop panel questions with HIMSS. Prominent branding recognition*
- Activities include: access to Lounge, Content distribution, participation in experience, VIP Meet & Greet, and concierge access
- Pre-recorded supplied video segment (up to 2-minutes) featuring company executive and content for event video shared in HIMSS23 Executive Lounge
- Half-Page ad in onsite program & website logo recognition & hyperlink

*Opportunity to be a sponsor of the Executive Summit - add on fees applicable



Limit - 3
\$87,500
Corporate Member
Rate

Signature



- **Year-Round Community Benefits:**
 - (1) Executive Participant in Network
 - Exclusive SME Interview on HIMSS Webcast Episode- 15-20 min, Editorial Selected Topic, sponsor recognition
 - Opportunity to share an original thought leadership piece (within HIMSS guidelines) or Executive Member profile with Network
 - Recognition as Network supporter
- **HIMSS23: CXO Experience:**
 - Two (2) registrations for Executive Summit (must be executive level)& one (1) HIMSS23 Comp registration
 - Activities include: access to Lounge, Content distribution, participation in experience, VIP Meet & Greet, and concierge access
 - Recognition in onsite program & website recognition

* Opportunity to be a sponsor of the Executive Summit - add on fees applicable



HIMSS: Marketing with a Mission

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HIMSS
*Enhance & Extend
Your 2023
Global Conference
Investment*


*Market
Insights*

- Proprietary Data
- Market Reports
- Provider, Patient & Payor Panels


*Branding
Solutions*

- Newsletters
- Emails
- HIMSS TV
- Mobile App
- Geo Fencing


*Strategic
Marketing
Services*

- Gap Analysis
- Strategy & Creative
- White Papers
- Info Graphics
- Executive Briefs


*Lead
Generation*

- Content Syndication
- Lead Nurturing
- Webinars
- Pre-Conference Forums



Corporate Membership

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Extend your Global Health Conference investment with Corporate Membership



Elevate

Increase opportunities to earn Priority Points (earlier booth selection appointment for HIMSS24). Pick your booth before hundreds of other companies.



Savings

Save on exhibit space, sponsorships and meeting place options-\$800 per 10x10 savings



Access

Receive preferential exhibitor housing selection for future HIMSS Global Health Conferences

Diamond, Emerald, and Platinum members are eligible to purchase the Pre and Post Conference Attendee List

Access to the Corporate Member lounge with semi-private meeting rooms available for sign out



Network

Exclusive B2B executive networking opportunity

Opportunity to sponsor the HIMSS23 Executive Summit



Attend

Complimentary Full Conference registration(s) to the HIMSS Global Health Conference

[HIMSS Corporate Member Benefits](#)



Upcoming Deadlines and Dates

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Upcoming Dates & Deadlines

Date	Task / Event
Today!	Update your exhibitor profile Learn how to upgrade your exhibitor listing for more visibility!
August 23, 2022	Attendee Registration opened
September 19 – October 24, 2022	Views From the Top Call for Presentations Open
September 20, 2022	Housing open for all exhibitors
October 13, 2022	HIMSS23 Sponsorships Webinar: Specialty Pavilions
November 3, 2022	HIMSS23 Sponsorships Webinar: Preconference and Thought Leadership
November 16, 2022	Exhibitor Registration opens
December 8, 2022	HIMSS23 Sponsorship Webinar: Branding and Networking Opportunities
January 4, 2023	Focus Group reservations open at 3pm ET for Diamond Corporate Members
January 12, 2023	HIMSS23 Sponsorship Webinar: Meeting Space and More
January 23, 2023	Early Bird Registration deadline
February 3, 2023	Graphics due for most branding sponsorships
February 16, 2023	HIMSS23 Sponsorship Webinar: Last Call!



Questions?

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Questions?

Contact salesinfo@himss.org or your Sales Manager.



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Thank you!